

## **Abstract**

Bachelor thesis "*The influence of opinion leaders on crystallizing of attitudes in small group*" deals with the subject of opinion leadership and its role in shaping the opinion of an individual in a group. The author of the study analyses whether aspects of opinion leadership, discussed in the theoretical part, could be found in two chosen groups, and if so, how these groups differ from each other. Two mixed design research methods are used, specifically methods of informants and self-identification S-GOLS (Generalized Opinion Leadership Scale) method. Opinion leaders were in the quantitative part of the research identified and the area of their influence was specified. In the qualitative part of the research were then made in-depth interviews with such influential people. That leads to description of common characteristics of these opinion leaders, determine their inclusion in existing typologies and pointed variances between them. The differences between the data obtained by using both quantitative methods were analysed and their strengths and weaknesses were reflected. The study is based on findings of classical authors in the area of opinion leadership on which the research hypotheses have been also established.